

Abstract

- Title:** The relation between the visitors of football matches and club FK Dukla Praha.
- Objectives:** The purpose of this bachelor thesis is to find out, what influences the relation of the visitors of the football matches FK Dukla Praha to the football club. After that, there will be formulated a recommendation in this thesis, what kind of desirable steps should be done by the management of the club to pursue the expectations of the visitors, watchers and fans, or if it should directly change some of the intentions, that should be related to the historical and social aspects.
- Methods:** There is firstly done a research of the secondary data in this work. Then there are used as well quantitative and qualitative methods to gain primary data. To be concrete - those are semistructured interviews and quantitative research.
- Results:** The results of this work shows that the asked respondents, and mainly the generation Y, mostly don't have a relation to the club. Concurrently, there was found out, that the vision of the club is unclear and the influencing of the visitors is inhomogeneous. The problem of unclear concept is simultaneously found in case of fanclub of FK Dukla Praha. The recommendation to the leadership is to start a unite vision and main motto, what wouldn't be taken as a legacy to the past. There should be clearly shown from the new motto and vision, that FK Dukla Praha is a suitable environment for family with children and young people, what would help the club to define its position between strong football rivals and it could potentially help to increase the turnout.
- Keywords:** czech football, interview, turnout, sport club, fans, spectators

